

WFTV-TV P.O. Box 863324 Orlando, FL 32886-3324 ph: (407) 841-9000 fx: (407) 841-8259

Advertiser Agency/T-Code Buyer

Salesperson

Est/Headline

Demo

Revision

Comments

Pol/Iss/American Crossroads (13324) Mentzer Media Services, Inc. (3427)/833926 CLOYD,ELISE Telerep/Washington DC, Washington DC

(1040)

ph: (555) 555-5555 Political - Issue (1068)

AMERICAN CROSSROADS

Product Brand Acct Types

AMERICAN CROSSROADS (109861) National/Political

1774/06225893

Period 10/1/2012 - 10/28/2012 CO-OP/Order Type No/Normal **Package**

643101

Net 30

321190

Standard

10/28/2012

Invoice

Inv Date

Contract

Bill Type

Terms

Gen. Date 10/30/2012 4:04:29PM

600 Fairmount Avenue Suite 306 Towson, MD 21286

Mentzer Media Services, Inc.

AgM

ine Type	e Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
0 Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/09/12 10:22AM (Tu)	00:30	FLSNTV03ACH	\$500.00	
0 Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/09/12 10:52AM (Tu)	00:30	FLSNTV03ACH	\$500.00	
0 Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/10/12 10:18AM (We)	00:30	USPRTV20ACH	\$500.00	
0 Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/10/12 10:45AM (We)	00:30	USPRTV20ACH	\$500.00	
0 Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/11/12 10:15AM (Th)	00:30	USPRTV20ACH	\$500.00	
) Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/11/12 10:57AM (Th)	00:30	USPRTV20ACH	\$500.00	
) Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/12/12 10:41AM (Fr)	00:30	USPRTV20ACH	\$500.00	
) Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/12/12 10:51AM (Fr)	00:30	USPRTV20ACH	\$500.00	
) Spot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/09/12 10:59AM (Tu)	00:30	FLSNTV03ACH	\$1000.00	
) Spot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/09/12 11:44AM (Tu)	00:30	FLSNTV03ACH	\$1000.00	• • • • • • • • • • • • • • • • • • • •
) Spot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/10/12 11:34AM (We)	00:30	USPRTV20ACH	\$1000.00	
) Spot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/11/12 10:58AM (Th)	00:30	USPRTV20ACH	\$1000.00	•
) Spot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/11/12 11:41AM (Th)	00:30	USPRTV20ACH	\$1000.00	
) Spot	11:00:00AM-12:00:00		10/12/12 10:58AM (Fr)	00:30	USPRTV20ACH	\$1000.00	
) Spot	11:00:00AM-12:00:00		10/12/12 11:31AM (Fr)	00:30	USPRTV20ACH	\$1000.00	•••••
) Spot	12:00:00PM- 1:00:00	Day,Tu-2,W-2,Th-2,F-2	10/09/12 12:11PM (Tu)	00:30	FLSNTV03ACH	\$1000.00	
) Spot	12:00:00PM- 1:00:00		10/09/12 12:40PM (Tu)	00:30	FLSNTV03ACH	\$1000.00	
Spot	12:00:00PM- 1:00:00		10/10/12 12:49PM (We)	00:30	USPRTV20ACH	\$1000.00	
) Spot	12:00:00PM- 1:00:00		10/10/12 12:54PM (We)	00:30	USPRTV20ACH		
) Spot	12:00:00PM- 1:00:00		10/11/12 12:28PM (Th)	00:30	USPRTV20ACH	\$1000.00	•••••
) Spot	12:00:00PM- 1:00:00		10/11/12 12:55PM (Th)	00:30	USPRTV20ACH	\$1000.00	
) Spot	12:00:00PM- 1:00:00		10/12/12 12:24PM (Fr)	00:30	USPRTV20ACH	\$1000.00	
Spot	12:00:00PM- 1:00:00		10/12/12 12:58PM (Fr)	00:30	USPRTV20ACH	\$1000.00	
Spot	6:00:00PM- 6:30:00		10/09/12 6:24PM (Tu)	00:30	FLSNTV03ACH	\$1000.00	
Spot	6:00:00PM- 6:30:00		10/09/12 6:27PM (Tu)	00:30	FLSNTV03ACH	\$3000.00	
Spot	6:00:00PM- 6:30:00I		10/10/12 6:13PM (We)	00:30	USPRTV20ACH	\$3000.00	
Spot	6:00:00PM- 6:30:00		10/10/12 6:27PM (We)	00:30	USPRTV20ACH	\$3000.00	
Spot	6:00:00PM- 6:30:00		10/11/12 6:00PM (Th)	00:30	USPRTV20ACH	\$3000.00	
Spot	6:00:00PM- 6:30:00I		10/11/12 6:22PM (Th)	00:30	USPRTV20ACH	\$3000.00	 .
Spot	6:00:00PM- 6:30:00		10/12/12 6:12PM (Fr)	00:30		\$3000.00	
Spot	6:00:00PM- 6:30:00		10/12/12 6:28PM (Fr)	00:30	USPRTV20ACH	\$3000.00	
Spot	7:00:00PM- 7:30:00		10/09/12 6:59PM (Tu)	00:30	USPRTV20ACH	\$3000.00	
Spot	7:00:00PM- 7:30:00		10/09/12 7:12PM (Tu)	00:30	FLSNTV03ACH	\$3600.00	
Spot	7:00:00PM- 7:30:00		10/10/12 6:59PM (We)	00:30	FLSNTV03ACH	\$3600.00	
Spot	7:00:00PM- 7:30:00		10/10/12 7:13PM (We)	00:30	USPRTV20ACH	\$3600.00	
Spot	7:00:00PM- 7:30:00		10/11/12 7:06PM (Th)	00:30	USPRTV20ACH	\$3600.00	
Spot	7:00:00PM- 7:30:00		10/12/12 7:05PM (Fr)		USPRTV20ACH	\$3600.00	· · · · · · · · · · · · · · · · · · ·
Spot	7:00:00PM- 7:30:00		10/12/12 7:03PM (Fr)	00:30	USPRTV20ACH	\$3600.00	
Spot	7:30:00PM- 8:00:00		10/12/12 7:34PM (FT) 10/09/12 7:36PM (Tu)	00:30	USPRTV20ACH FLSNTV03ACH	\$3600.00 \$3600.00	



Mentzer Media Services, Inc.

600 Fairmount Avenue

Towson, MD 21286

Suite 306

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AgM

Advertiser Agency/T-Code

Product

Revision

Comments

Brand

Buyer Salesperson Pol/iss/American Crossroads (13324) Mentzer Media Services, Inc. (3427)/833926

CLOYD, ELISE

Telerep/Washington DC, Washington DC

(1040)

ph: (555) 555-5555 Political - Issue (1068)

Acct Types Est/Headline Demo

AMERICAN CROSSROADS (109861)

National/Political 1774/06225893

AMERICAN CROSSROADS

Invoice 643101 Inv Date 10/28/2012 Terms Net 30 Contract 321190 Bill Type

Standard Period 10/1/2012 - 10/28/2012

CO-OP/Order Type No/Normal **Package**

Gen. Date 10/30/2012 4:04:29PM

OFFICIAL BILLING INVOICE

ine `	rype	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
0 9	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/09/12 7:42PM (Tu)	00:30	ELCHTV024CH		
0 9	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/10/12 7:37PM (We)	00:30	FLSNTV03ACH	\$3600.00	
)	Spot		Day,Tu-2,W-2,Th-2,F-2	10/11/12 7:39PM (Th)	00:30	USPRTV20ACH	\$3600.00	
	Spot		Day,Tu-2,W-2,Th-2,F-2	10/11/12 7:57PM (Th)	00:30	USPRTV20ACH	\$3600.00	
5	pot	7:30:00PM- 8:00:00	ſ	10/12/12 7:37PM (Fr)	00:30	USPRTV20ACH	\$3600.00	
5	pot	7:30:00PM- 8:00:00		10/12/12 7:47PM (Fr)	00:30	USPRTV20ACH	\$3600.00	
5	pot	11:35:00PM-12:05:00		10/09/12 11:53PM (Tu)	00:30	USPRTV20ACH	\$3600.00	
·····	pot	11:35:00PM-12:05:00		10/10/12 11:53PM (We)	00:30	FLSNTV03ACH	\$800.00	
S	pot	11:35:00PM-12:05:00		10/11/12 11:53PM (Th)	00:30	USPRTV20ACH	\$800.00	
S	pot	11:35:00PM-12:05:00		10/12/12 11:47PM (Fr)	00:30	USPRTV20ACH	\$800.00	
S	pot	8:00:00PM- 9:00:00i		10/12/12 8:21PM (Fr)	00:30	USPRTV20ACH	\$800.00	
S	pot	8:00:00PM-11:00:00		10/13/12 9:45PM (Sa)	00:30	USPRTV20ACH	\$3500.00	
) S	pot	6:00:00AM- 9:00:00	Day,Su-3	10/14/12 6:23AM (Su)	00:30	USPRTV20ACH	\$5500.00	
S	pot	6:00:00AM- 9:00:00		10/14/12 6:54AM (Su)	00:30	USPRTV20ACH	\$1000.00	
Š	pot	6:00:00AM- 9:00:00		10/14/12 7:43AM (Su)	00:30	USPRTV20ACH	\$1000.00	
) S	pot	12:00:00PM-12:30:00	**	10/14/12 12:21PM (Su)	00:30	USPRTV20ACH	\$1000.00	
	pot	6:00:00PM- 6:30:00		10/14/12 6:11PM (Su)		USPRTV20ACH	\$600.00	
	pot	6:00:00PM- 6:30:00		10/14/12 6:27PM (Su)	00:30	USPRTV20ACH	\$2000.00	
	pot	7:00:00PM- 8:00:00		10/14/12 7:19PM (Su)	00:30	USPRTV20ACH	\$2000.00	
	pot	11:30:00PM-12:00:00	••	10/14/12 /1:48PM (Su)	00:30	USPRTV20ACH	\$3500.00	
	pot	10:00:00AM-11:00:00		10/15/12 10:23AM (Mo)	00:30	USPRTV20ACH	\$900.00	
	pot	10:00:00AM-11:00:00		10/15/12 10:25AM (Mo)	00:30	USPRTV20ACH	\$500.00	
	pot	11:00:00AM-12:00:00		10/15/12 10:46AM (MO)	00:30	USPRTV20ACH	\$500.00	
	oot	11:00:00AM-12:00:00		10/15/12 11:59AM (Mo)	00:30	USPRTV20ACH	\$1000.00	
	oot	12:00:00PM- 1:00:00	**	10/15/12 12:20PM (Mo)	00:30	USPRTV20ACH	\$1000.00	
	oot	12:00:00PM- 1:00:00		10/15/12 12:48PM (Mo)	00:30	USPRTV20ACH	\$1000.00	
	oot	6:00:00PM- 6:30:00	**	10/15/12 6:12PM (Mo)	00:30	USPRTV20ACH	\$1000.00	
	oot	6:00:00PM- 6:30:00		10/15/12 6:27PM (Mo)	00:30	USPRTV20ACH	\$3000.00	
	xot	7:00:00PM- 7:30:00		10/15/12 6:59PM (Mo)	00:30	USPRTV20ACH	\$3000.00	
Sp		7:00:00PM- 7:30:00li		10/15/12 7:24PM (Mo)	00:30	USPRTV20ACH	\$3600.00	
Sp		7:30:00PM- 8:00:00		10/15/12 7:37PM (Mo)	00:30	USPRTV20ACH	\$3600.00	
Sp		7:30:00PM- 8:00:00		10/15/12 7:54PM (Mo)	00:30	USPRTV20ACH	\$3600.00	
Sp		11:35:00PM-12:05:0(10/15/12 11:52PM (Mo)	00:30	USPRTV20ACH	\$3600.00	
Sp		8:00:00PM-10:00:00		.	00:30	USPRTV20ACH	\$800.00	
Sp		10:00:00PM-11:00:00		10/15/12 8:00PM (Mo) 10/15/12 10:33PM (Mo)	00:30	USPRTV20ACH	\$12000.00	
Sp		6:00:00AM- 9:00:00		10/13/12 10:53PM (MO)	00:30	USPRTV20ACH	\$7500.00	
Sp		10:00:00AM-11:00:00		10/09/12 10:42AM (Tu)	00:30	USPRTV20ACH	\$1000.00	
Sp		11:00:00AM-12:00:00 P		10/14/12 11:18AM (Su)	00:30	FLSNTV03ACH	\$600.00	M/G For 9.0.1
Sp		6:00:00PM- 6:30:00 P		10/11/12 6:12PM (Th)	00:30 00:30	USPRTV20ACH	\$2400.00	M/G For 10.0.1
						USPRTV20ACH	\$4600.00	



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Advertiser Agency/T-Code

Product Brand

Demo

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Comments

Acct Types

Est/Headline

Buyer Salesperson

Pol/Iss/American Crossroads (13324) Mentzer Media Services, Inc. (3427)/833926 **CLOYD, ELISE**

Telerep/Washington DC, Washington DC

(1040)

ph: (555) 555-5555 Political - Issue (1068)

AMERICAN CROSSROADS

National/Political

AMERICAN CROSSROADS (109861)

1774/06225893

Period 10/1/2012 - 10/28/2012

643101

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Gen. Date 10/30/2012 4:04:29PM

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21286

AgM

OFFICIAL BILLING INVOICE

	ndo (W			OFFICIAL BILL				
ine	Туре	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
.0	Spot	6:00:00AM- 9:00:00.		10/13/12 6:40AM (Sa)	00:30	USPRTV20ACH	\$1600.00	M/G For 5.0.1
.0	Spot	6:00:00AM- 9:00:00.		10/13/12 7:44AM (Sa)	00:30	USPRTV20ACH	\$1600.00	M/G For 5.0.1
.0	Spot	5:00:00AM- 6:00:00.	Per week (1),Sa,Su	10/14/12 5:43AM (Su)	00:30	USPRTV20ACH	\$400.00	
		t that the actua	-					

program log.



et Total \$149,175.00

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis or race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.